



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 11/23 thru 11/29

(prices in dollars per carton)

Fri. Nov 23, 2007

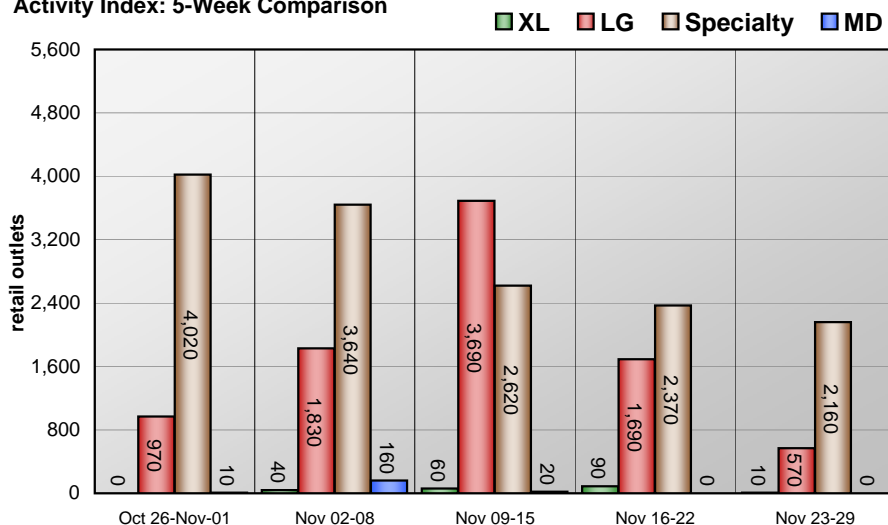
SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		22.1% of 17,000 stores				26.6% of 17,000 stores				10.2% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack			150	1.41			700	1.34			30	0.94
	White 18 pack			20	2.50			90	2.67	30	1.00	80	0.99
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	10	1.29	380	1.45	90	1.44	510	1.45	70	1.00	70	0.96
	White 18 pack			20	1.98			390	1.92			590	1.29
	Brown 12 pack												
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			360	3.70			100	4.01			460	3.83
	OMEGA-3												
	White 12 pack	280	2.60	740	2.63	130	2.42	1,160	2.29	330	2.29	400	2.24
	Brown 12 pack	70	4.99	330	2.52								
	CAGE-FREE												
	White 12 pack							240	2.00			20	2.50
	Brown 12 pack	120	2.50	260	2.62			740	2.28			40	2.19

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	580	1,780	870	Large Eggs on
Specialty	2,160	2,370	1,250	Nov-19-2007
Total (includes MD)	2,740	4,150	2,230	378.8
Special Rate 4/:	11.1%	10.5%	4.1%	down 20%

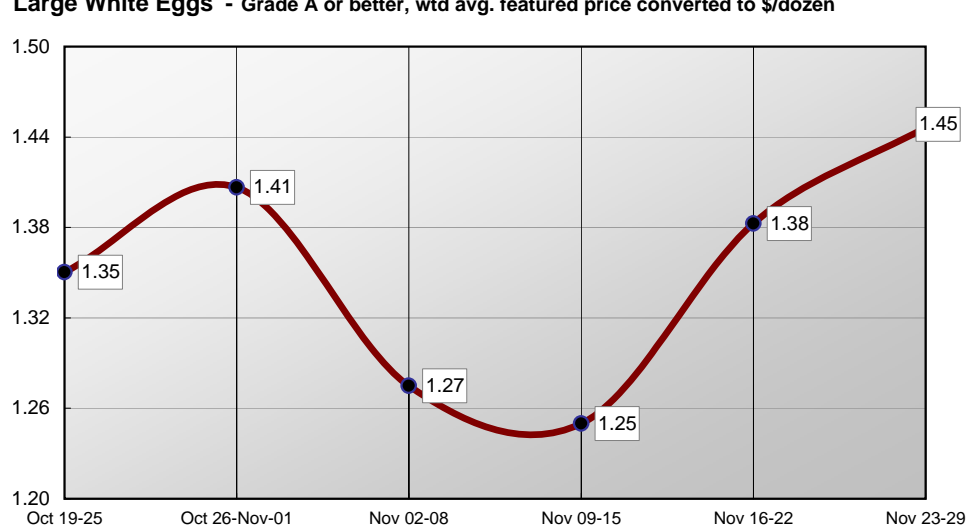
5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING										
Regular shell egg feature activity is 67% less than the previous week and 33% lower than data collected the previous year. The average price of Large white eggs, Grade A or better, to consumers jumped sharply, however only a small percentage of outlets are promoting eggs. Specialty shell egg ads are slightly lower than last week, but considerably higher than a year earlier. Omega-3 eggs remain commonly featured in this sector. Promotional activity on liquid eggs declined. 14-16 oz. and 32 oz. carton ads increased in average price, but declined in store volume. Seasonal egg nog promotions are showing up, but ad space dropped dramatically compared to a week ago and last year.										

Activity Index: 5-Week Comparison



Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate		38.5% of 3,800 sampled outlets						3.5% of 4,700 sampled outlets						18.7% of 2,900 sampled outlets					
2/ Activity Index		Activity Index = 2,170 (includes Medium)						Activity Index = 30 (includes Medium)						Activity Index = 270 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack																		
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.25 - 1.59	190	1.50										0.99 - 1.50	160	1.41
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack			White 30 pack		
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.50 - 4.49	330	3.71										2.99 - 4.39	30	3.64
	OMEGA-3																		
	White 12 pack	1.99 - 2.99	280	2.60	2.50 - 2.99	660	2.67				2.59 - 2.79	30	2.65				2.00	10	2.00
	Brown 12 pack				2.50 - 2.53	330	2.52							4.99	70	4.99			
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack	2.50	120	2.50	2.50 - 2.99	260	2.62												
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate		15.6% of 2,700 sampled outlets						35.6% of 1,900 sampled outlets						48.5% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 90 (includes Medium)						Activity Index = 110 (includes Medium)						Activity Index = 70 (includes Medium)					
USDA GRADE AA	White 12 pack				1.25	20	1.25				1.50	80	1.50				0.98 - 1.50	50	1.34
	White 18 pack										2.50	20	2.50						
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	1.29	10	1.29	1.39 - 1.50	30	1.45				1.98	10	1.98				1.98	10	1.98
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack			White 30 pack		
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack				2.00	30	2.00										2.00	10	2.00
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Note: See page 1 for explanatory notes.



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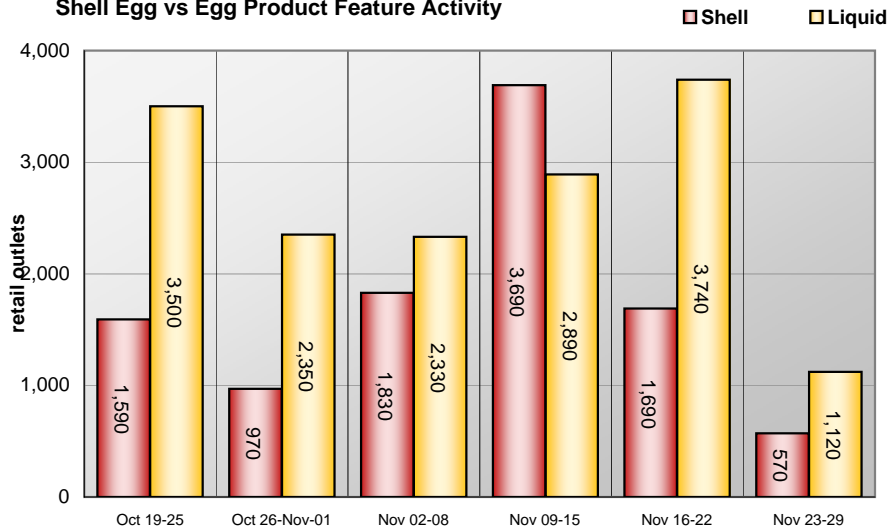
EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	6.0%	20.5%	12.3%	18.0% of 3,800 sampled	0.3% of 4,700 sampled	4.4% of 2,900 sampled	6.4% of 2,700 sampled	0.1% of 1,900 sampled	1.4% of 1,000 sam
2/ Activity Index	1,120	3,740	2,130	Activity Index = 820	Activity Index = 20	Activity Index = 120	Activity Index = 140	Activity Index = 10	Activity Index =
	Stores Avg 3/	Stores Avg 3/		Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores
14-16 oz. crtn	500 2.82	2,420 2.74	1,450 2.42	1.99 - 3.99 350 2.95	2.50 10 2.50		2.50 140 2.50		
32 oz. crtn	620 4.86	1,100 4.42	500 4.51	3.99 - 5.99 470 4.99	4.50 10 4.50	4.50 - 4.59 120 4.51		3.99 10 3.99	3.99 10
3 - 4 oz. cup		220 1.55	180 1.52						
2 - 8 oz. cup									

## SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG

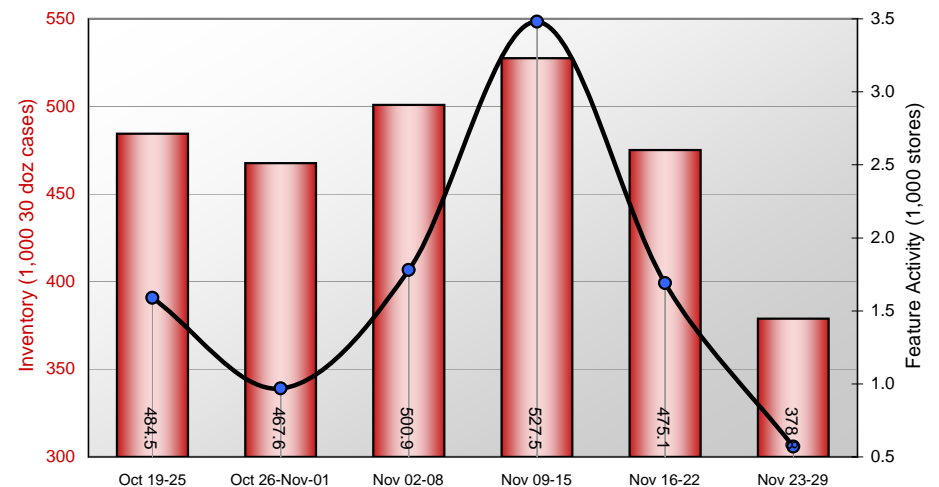
(Non-alcoholic egg nog; this section will run through January 1, 2008)

EGG NOG	THIS WEEK	THIS WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	16.6%	46.9%	28.9%	14.9% of 3,900 sampled	13.6% of 4,700 sampled	28.6% of 2,800 sampled	21.1% of 2,700 sampled	5.2% of 1,900 sampled	12.4% of 1,000 sam
2/ Activity Index	3,000	9,310	5,380	Activity Index = 840	Activity Index = 670	Activity Index = 650	Activity Index = 600	Activity Index = 90	Activity Index = 1
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores
32 ounce	1,050 2.50	2,260 2.48	1,460 2.33	1.99 - 3.99 500 3.05	1.50 - 2.99 220 1.76	1.50 - 3.29 230 2.11	1.99 - 2.50 80 2.09	2.50 10 2.50	3.50 10
64 ounce	1,950 3.12	7,050 3.23	3,920 2.71	3.50 - 3.99 340 3.94	2.50 - 3.99 450 2.78	2.50 - 4.98 420 3.12	2.99 - 3.18 520 3.10	2.50 80 2.50	2.50 - 4.29 140

Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.